

In the Field



SOUTHERN REGION

FALL 2017

Keeping Business Relational

As an agent for ProAg®, your Account Representative (AR) is your main point of contact. Adding support to our ARs, by strengthening ties with existing agents and building new relationships, are your local ProAg business development managers (BDM). Many of you have also met and interacted with your regional BDM. At the very least, you know their voice and face. Here, we'd like to provide you with a few more details you may not have uncovered in your conversations. We'll start with our own Southern Region.

Molly Hamlin

Molly's role as BDM for the southern region marks a sought-after return to her ag roots. An Oklahoma native, she earned a degree in agricultural communications from Oklahoma State University. After graduation, she worked for Cargill marketing with their turkey product line before returning to OSU as a student recruiter.



"After recruiting for six years, I had the opportunity to join a tech startup specializing in helping universities recruit students more effectively," she says. "After three years with them, I was interested in returning to the ag industry. With the skills I had learned, and the fact that I enjoy building relationships, I knew this was a great area for me. I'm thrilled to be using my skillset at ProAg."

Not surprisingly, providing great customer service is the number one goal for Molly. "It's made a difference for me personally and I strive to make it a priority professionally," she stresses. "I love 'light bulb' moments with agents. I was explaining WFRP to an agent recently, and it was really satisfying when he realized how that product will help the producers in his area."

"I feel fortunate to work with a group of people who value their customers and who are committed to service," Molly concludes. "The leadership team at ProAg is phenomenal, and I have enjoyed spending time with members of the team and learning from them."

Ask Molly for something interesting about her that others might not know, and she'll give you a list:

- Her first job, at 14, was cleaning the football field and facilities after every high school game, a job she held through her senior year.
- She had perfect attendance, K-12th grade.
- Her college internship was at the U.S. Senate with Senator James Inhofe.
- Our personal favorite: "I competed in a pageant in college (not by choice) and unfortunately picked the question, 'What's your ideal date?' I responded, 'April 25th, because it's not too hot and not too cold. All you need is a light jacket.' I think I'm the only one that got the *Miss Congeniality* reference."

When she's not working, Molly spends time on her parents' ranch, checking the cattle and tending to her miniature donkey, Jasper. She also has a cat and two border collies. In addition to working on the ranch, she finds time to design and create shirts and stationery.

The national scene

Steve Eaton and Rob Boysen are national BDMs for ProAg. After attending the University of Minnesota as an ag business major, Steve wrote his first crop hail policy in 1970. Since then he's worked as an agent and at the AIP level. "The many relationships I've been privileged to develop over the years are what I value most," Steve notes. "Having the opportunity to work in agriculture is also a real plus."

Steve and his wife, JoAnn, just celebrated their

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EMPLOYEE SPOTLIGHT

“Crop Insurance” Doesn’t Tell the Whole Story

Certainly, insuring a wide range of crops is a big part of what we do at ProAg. But we are also a leader in providing a growing selection of risk management products to producers involved in all aspects of animal agriculture.

As the leading writer of Pasture, Rangeland, Forage (PRF) insurance in the country, ProAg helps farmers and ranchers protect their operations from the risks of forage or hay losses that impact their feed costs. We understand this product extremely well, and process applications and claims very efficiently.

While PRF helps protect livestock producers from , two other products directly protect livestock-derived revenue. Livestock Risk Protection (LRP) and Livestock Gross Margin (LGM) offer very different benefits to cattle, swine, sheep and dairy producers.

“LRP insurance allows a livestock producer to insure against declining market prices,” says Jacqueline Da Rocha, ProAg’s Western Region field representative. “In effect, they can put a floor under the price they will receive for their cattle, pigs or sheep.” This coverage is not available in every state, and coverage availability also varies by livestock type.

Jacqueline notes that while LRP is well suited to beef, swine and sheep producers, LGM is designed for the cattle, swine and dairy farmer. LGM-Dairy provides protection against the loss of gross margin (market value of milk minus feed costs) on milk production. LGM uses the CME futures prices for corn, soybean meal and class III milk to determine the expected gross margin and the actual gross margin sold. The indemnity at the end of the insurance period is the difference, if positive, between the gross margin guarantee and the actual gross margin sold.

“One of the advantages of LGM-Dairy over the MPP-Dairy (Margin Protection Program for Dairy Producers) has been the fact that producers have to commit to MPP-Dairy for three years,” Jacqueline says. “The time commitment for LGM-Dairy is just the 11-month insurance period.” She adds that LGM Dairy and Swine is available to producers in the 48 contiguous states while beef producers need to check availability per state.

Much smaller livestock

The RMA Apiculture Pilot Insurance (API) program was expanded in July, adding 19 states, and now provides coverage to beekeepers in the 48 contiguous states. Coverage levels between 70 and 90 percent may be selected. Then, by selecting a productivity factor, the insured can establish a value between 60 and 150 percent of the county honey production base value. This insurance coverage is for a single peril—lack of precipitation.

“At ProAg, we continue to focus on products that will add to an agent’s risk management portfolio,” states Missy Waters, ProAg’s senior vice president of marketing and service. “Our team has worked hard to inform agents of the advantages of adding Livestock and PRF to their current business plan. These products allow agents to provide their growers with insurance solutions to help protect their complex farming and ranching operations.”

Detailed information on these programs is available on our website, ProAg.com. 🍀



TRITICALE COVERAGE ADDED FOR 2018

For RY 2018, triticale coverage will be available in select counties and states. The crop is insurable under the APH plan of insurance, and only triticale grown for grain is insurable.

For the 2018 crop year, the program will be available in select counties of California, Idaho, Kansas, Oklahoma, Oregon, Texas and Washington.

Visit the ProAgPortal® intranet for more information on triticale. 🍀

Keeping Business Relational

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50th wedding anniversary. “We’ve been blessed with three children and five grandchildren,” he says. “We like to travel, particularly one-on-one camping trips with the grandkids. My parents, who are in their 90s, are also active, and I appreciate time spent with them.”

Rob was working at Farm Credit Bank of Omaha when he made the connection with crop insurance. “The crop insurance group reported through me at the bank,” he recalls. “Through the years, I’ve worked in various aspects of the business, including helping a couple of now-successful agencies get into the crop insurance business.”

A graduate of Iowa State University, Rob has enjoyed working with agents and farmers throughout his career. When he’s not in the office, he likes to ski and spend time with his wife of 40 years, Jacquie, their three children and two grandchildren. 🍀



Underwriting Corner: *Margin Protection Deserves a Second Look*

With a Sept. 30 sales closing date, this is a good time to look at the benefits of a Margin Protection policy. Margin Protection provides coverage against an unexpected decrease in operating margin (revenue minus input costs). This product is area-based, using county-level estimates of average revenue and input costs to establish the amount of coverage and indemnity payments.

Margin Protection takes into considerations changes in crop prices, reductions in yields and changes in the prices of inputs used to grow the crop. It can be purchased by itself, or in conjunction with a Yield Protection or Revenue Protection policy purchased from the same AIP that issued the Margin Protection policy.

Margin Protection is available in select counties for corn, rice, soybeans and wheat in the states below:

- **Rice** – Arkansas, California, Louisiana, Mississippi, Missouri and Texas
- **Corn and soybeans** – Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin
- **Wheat** – Minnesota, Montana, North Dakota and South Dakota

Questions about Margin Protection? Talk to your ProAg account representative. 📞

Changes Made to the Margin Protection Plan for 2018

- Coverage levels expanded to 70%-95%.
- Protection factors are now offered from 0.80 to 1.20.
- Harvest Price Option is now available.
- The calculation of deductibles and trigger margins have been revised for easier use.
- There has been a major pilot area expansion for corn and soybeans.

myProAg™ Is Coming

By Jamie Hageman



Online bill payment is just one advantage your insureds will enjoy with the new myProAg portal. They can utilize direct account withdrawal for multi-peril or crop hail payments. Credit card payment is also an option for crop hail. The payment process is simple and familiar to anyone who has utilized online bill pay for utility or other bills.

myProAg also provides easy access to their schedule of insurance, coverage summaries and more.

Agents will also benefit from myProAg. They'll be able to access the same information as their insureds, as well as view and submit claims via a direct link to the ProAgWorks® processing system.

Registration is simple. You can register and set up your secure login to myProAg through the link on our website, *ProAg.com*. Information on how to register and access myProAg will also be included in our October billing statements.

Watch for more information on myProAg on our website and social media. 📱

Training Webinar Schedule



Crop Insurance 201
10 a.m. CDT



WFRP Intermediate
10 a.m. CDT



PRF/Apiculture
10 a.m. CDT



PRF/Apiculture
1 p.m. CDT



WFRP Livestock
10 a.m. CDT

Agents can sign up through the link on the ProAgPortal calendar or by contacting their account representative. 📞



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Working to Keep You Informed

By Chris Ohm, Regional Vice President – Southern Region



As we move toward fall and look back over this growing season, the small grain crop in our region was good for the most part, with many record or near-record APHs throughout our territory. However, dryer conditions in late spring and early summer have hampered the coarse grain and cotton crops in some areas of Texas.

We've just wrapped up our 2018 fall training schedule, and hope most of you had a chance to join us for one of our agent training meetings. If not, we'll look forward to seeing you at our spring agent training meetings in December and January.

Training opportunities don't end with those meetings. Agents, reach out to your account representative or check ProAgPortal® for our training calendar. Our WFRP training begins in September, with three sessions—basic, intermediate and livestock. Crop Insurance 201 will be offered in mid-September, and our PRF and Apiculture training will be held at the end of September.

If you can't join us for any of these trainings but are interested in the topic or topics, all sessions will be recorded and available through ProAgPortal. Or, you can contact your account representative and schedule a training meeting for your agency.

Also, please don't hesitate to reach out to your account representatives if you would like them to participate in your grower meetings.

New opportunities

As we move into the 2018 crop year, I encourage you to evaluate your insureds' coverages in light of some of the recent program expansions. Triticale, for example, has been expanded in Kansas, Oklahoma and Texas. The Margin Protection program for corn and beans has expanded into parts of Kansas and Missouri, and for rice has expanded into parts of Arkansas, Louisiana, Missouri and Texas. Reference the Margin Protection article on page 3 and talk to your account representative for specifics on these program expansions.

Thanks for placing your business with us, and we look forward to a successful 2018. 🌾

